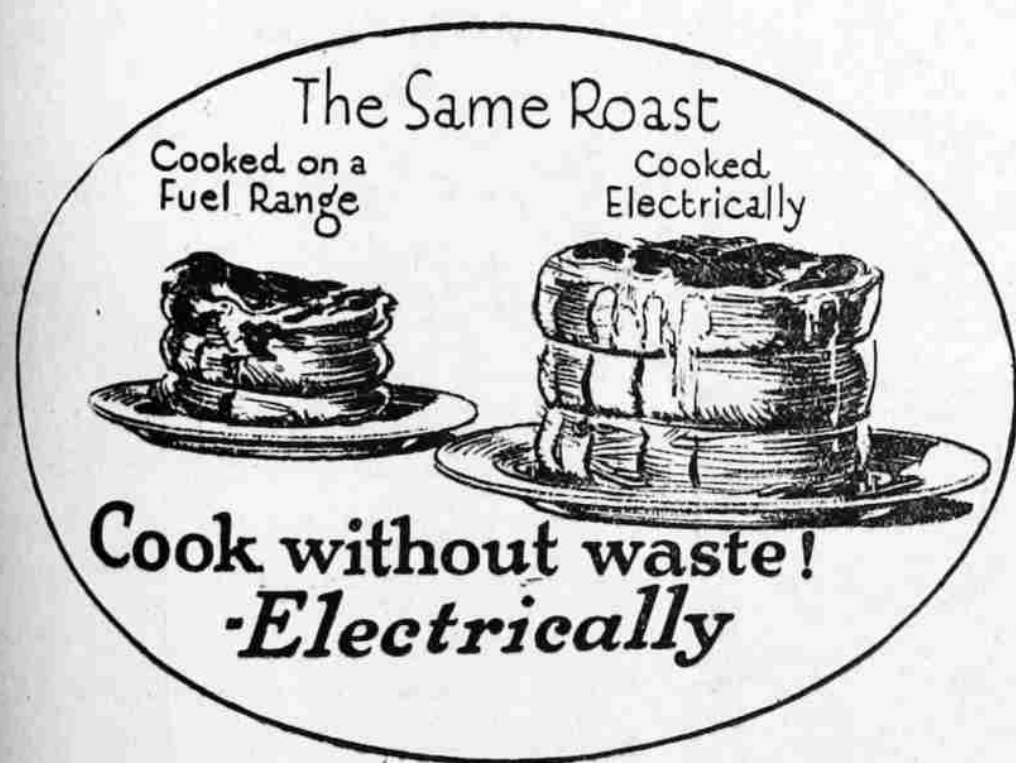




# ECONOMICAL



**A** FULL, tender, flavorsome roast---  
how temptingly delicious!

A roast cooked by electricity is at least one-fifth larger than it would be if cooked in any other way, because electric cooking retains all the natural juices of the meat.

Electric cooking eliminates waste---you can always be sure of the best results.

You save time, labor, fuel and food when you cook with electricity!

## UTAH POWER & LIGHT CO.

EFFICIENT PUBLIC SERVICE